

MARICOPA CITY COUNCIL APPLICATION FORM

Thank you for your interest in being an applicant for the City of Maricopa's open City Council position. Please fill out the following form and return it to the City Clerk by one of the following means:

<u>Email - Fax - Questions</u> Email: vanessa.bueras@maricopa-az.gov Fax: 520-568-9120 Questions?: 520-316-6971	<u>By Mail</u> City Clerk City of Maricopa P.O. Box 610 Maricopa, AZ 85139	<u>In Person</u> City Clerk City of Maricopa 45145 W. Madison Ave Maricopa, AZ 85139
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Contact Information					
Name:	Rachel Leffall				
Address:	PO Box 697				
City, State, Zip:	Maricopa, AZ 85139				
Email:	rlconsulting@earthlink.net				
Home Phone:	Work Phone:		Cell Phone: 619-454-4599		
General Information					
Are you a full time Maricopa Resident?	Yes	No	Have you lived within the City's incorporated limits for a minimum of one year?	Yes	No
	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are You A Registered Voter?	Yes	No	Have you graduated from the City's or any City's Leadership Academy?	Yes	No
	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>
			City: <u>Maricopa</u> Completing 11/1/12		
What's the highest level of education you have attained?	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <input type="checkbox"/> High School Diploma <input type="checkbox"/> Associates Degree <input type="checkbox"/> Bachelor's Degree </div> <div style="width: 45%;"> <input checked="" type="checkbox"/> Masters Degree <input type="checkbox"/> Doctoral or Equivalent <input type="checkbox"/> Other, please explain: <div style="border-bottom: 1px solid black; height: 15px; width: 100%; margin-top: 5px;"></div> </div> </div>				
Have you ever served on any Boards, Committees, Commissions, Task Forces, etc. (City of Maricopa or otherwise) in the past?	Yes	No			
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	If yes, please list: ParkWise Commission; Univ. of AZ Hearing Board and Social Media Task Force; Business Incentive Program Advisory Group; Local & State Government, Transportation, and Candidate Evaluation Committees, Higher Education Student Organization, Thurgood Marshall Leadership Forum Chair		

<p>Have you ever been involved in helping develop public policy at any governmental level? (This might include such activities as writing issue papers, conducting public policy research, advising policymakers, advocating for a particular change, or performing other public policy development work)</p>	<table border="1"> <tr> <td>Yes <input checked="" type="checkbox"/></td> <td>No <input type="checkbox"/></td> <td colspan="2"></td> </tr> <tr> <td colspan="4"> <p>If yes, please list a short description: Researched/analyzed critical issues, co-authored legislative agenda advocating pro-business/education policies, and presented to local/state officials and policymakers; researched and collaborated to develop City code for taxi stands; advised local committees and met with congressional staff on relevant research affecting policy decisions</p> </td> </tr> </table>			Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>			<p>If yes, please list a short description: Researched/analyzed critical issues, co-authored legislative agenda advocating pro-business/education policies, and presented to local/state officials and policymakers; researched and collaborated to develop City code for taxi stands; advised local committees and met with congressional staff on relevant research affecting policy decisions</p>			
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<p>Please list any leadership roles you have had at your place of employment, through volunteer work, business or professional organizations, civic, church or other activities. List only the roles and affiliations most important to you in the PAST FIVE YEARS.</p>	<p>Successfully established and managed consulting business for more than 12 years; supervised staff of 60 volunteers at UA Spring Fling; Accounting Chair for 1st annual Maricopa Relay For Life; spearheaded resume and interview skills training for displaced workers in Maricopa; managed non-partisan voter education initiative; mentored new/returning college students</p>										
<p>Have you ever run for office before?</p>	<table border="1"> <tr> <td>Yes <input type="checkbox"/></td> <td>No <input checked="" type="checkbox"/></td> </tr> </table>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	<p>If selected for this position, do you plan to run as an official candidate in 2014?</p>	<table border="1"> <tr> <td>Yes <input checked="" type="checkbox"/></td> <td>No <input type="checkbox"/></td> </tr> </table>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>				
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>										
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>										
<p>Are you able to fully commit to the time requirement (1st & 3rd Tues eve. of each month City Council meetings, extensive pre and postreading/meeting preparation time, Strategic and Budgetary retreats, specially called meetings, numerous committee assignments, public speaking requirements, social & constituent requests for meetings, correspondence, public appearances, etc.) to be a city council member?</p>	<table border="1"> <tr> <td>Yes <input checked="" type="checkbox"/></td> <td>No <input type="checkbox"/></td> </tr> </table>			Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>						
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>										
<p>Can and will you work well with others, even if they do not agree with you?</p>	<p>I am able and willing to work with others even if they do not agree with me as my goal is to work for the common good.</p>										

Rachel Leffall (Electronic Signature)

Signature of Applicant:

10/30/2012

Date:



Short Essay Questions (use additional sheet of paper if necessary):

1. In 300 words or less, please tell us why you are the BEST candidate to fill the vacancy on the Maricopa City Council.

See attached.

2. In 300 words or less, please tell us what attributes, qualities, special skills, talents, awards, knowledge, you would offer to further enhance and diversify this city council.

See attached.

3. In 300 words or less, please discuss the 3 most important issues you see facing the City of Maricopa today.

See attached.

4. In 300 words or less, please discuss what it means to you to be good policy maker and serve for the common good.

See attached.

Please Attach:

1. Current Resume
2. 2 Letters of Recommendation or Endorsement
 - Letters of Recommendation or Endorsement should include:
 - How long the endorsers has known the applicant
 - Why the applicant meets the ideal candidate profile
 - Any other pertinent information the Council might need to consider the applicant



Rachel Leffall Short Essay Responses for City Council Application Form

1. I have been involved in all aspects of government in an expert staff position and understand the relationships between local, state, and federal governments. During my first few weeks as a resident in Maricopa, I took the initiative to attend council and civic meetings and subsequently applied to serve on a commission. I am an active and engaged citizen, and I understand what it takes to fulfill policymaking and other municipal duties while meeting the changing needs of the community. I possess a strong work ethic and high degree of integrity, and I also have a willingness to serve the community while working collaboratively with Mayor and Council toward a common goal of serving the best interests of the City of Maricopa and its residents.
2. I have a proven track record serving in the communities where I have lived in the past and in Maricopa, taking a personal initiative to engage and inform citizens on local initiatives and community programs. I work very well with others and possess a demonstrated ability to work for consensus while respecting others' contributions. My degree in Communication supports my strong verbal and written communication skills, as well as my conflict resolution and leadership abilities. I possess more than 15 years professional experience serving in diverse environments and understand the importance of valuing cultural and personal differences. I have experience working with local, state, and federal officials, researching and analyzing issues, advocating for solutions, and creating policies. The completion of my Masters program in Higher Education enhanced my research skills and increased my influence and working relationships with business and community leaders and government officials. Through small business ownership, government experience, attending professional and civic meetings, and serving on Boards and commissions, I have working knowledge and understand the protocol of Robert's Rules of Order. More importantly, I understand the process of City Council and have a strong desire to serve with no personal agenda except to serve the community.
3. I feel that the 3 most important issues facing the City of Maricopa today are economic development, utility fees, and new home/building construction. We need jobs to support our city and entice new businesses. Many residents express a desire for one or more chain restaurants in our city; however, without a working lunch crowd, these establishments will not survive. We also need jobs beyond retail and fast food. Another area of concern expressed by residents is the heightened fee charged by our local utility companies and another proposed rate increase. It is important to ensure that the best interests of our residents are being served when dealing with such issues and more important to ensure that residents understand the process as it relates to contracts and state statutes. New homes and businesses affect our population, and the sooner we can reach attractive numbers, the sooner we can attract more businesses and effectively reach our strategic plan goals.

4. A good policy maker must be unbiased and community minded and understand the process of public service, including identifying the needs of residents, measuring the effectiveness of existing programs and services, and creating programs that meet the changing needs of the community. A good policy maker is engaged in the process, committed to staying informed on relevant issues and being involved in the community, and held to the highest standards in ethics and personal accountability.

PROFESSIONAL PROFILE

- Highly competent and motivated professional offering more than 15 years experience in relationship-building, business administration, customer service, and community outreach.
- Talent for quickly assessing customer/business needs and providing solutions to attain objectives.
- Demonstrated skills in effectively communicating business strategies, including executing presentations, preparing budgets, and creating online content.
- Proven leadership skills developing entrepreneurial startups and supervising and training staff at all levels.

EDUCATION

University of Arizona – Tucson, AZ

Master of Arts in Higher Education

University of Arizona – Tucson, AZ

Bachelor of Arts in Communication

EXPERIENCE

Business Consultant

March 2000 to present

RL Consulting LLC – Chandler, AZ

- ◆ **Successfully managed all aspects of operations as principal of consulting business serving clients in 6 states.**
- ◆ Supervised staff in all aspects of major event planning, including fundraising, accounting, scheduling, and operations.
- ◆ Executed quality approach to service, ensuring a clear understanding of client needs and maximum resolution of issues.
- ◆ Researched and identified community development issues to maximize outreach and business development success.
- ◆ Provided online/telephonic assistance to customers on product sales, warranty inquiries, and technical support.
- ◆ Organized monthly programs and arranged conferences for groups to increase membership and industry awareness.
- ◆ Managed Document Control Functions for \$79 million construction project to ensure effortless access to project-related information.

Governmental Affairs Manager/Communications Coordinator/IT Administrator September 2007 to November 2009

Tucson Metropolitan Chamber of Commerce – Tucson, AZ

- ◆ Communicated with local and state government agencies to advocate for improved business and education policies.
- ◆ Edited and published monthly newsletter and issued press releases to promote business and organizational mission.
- ◆ Managed website and advertising activities to increase awareness of critical information and generate revenue.
- ◆ Researched critical issues affecting business and education policy and presented findings in legislative agenda.

Administrative Assistant

April 1995 to August 1997

American Honda Motor Company – Torrance, CA

- ◆ Tactfully handled confidential matters concerning employee reviews, pay scales, pricing, and privileged communication and records.
- ◆ Prepared complex reports and presentations for executive and quarterly meetings to propose new programs and improve team morale.
- ◆ Calculated and monitored sales objectives for 1,000 dealers nationwide for sales promotions and to ensure adherence to program guidelines.
- ◆ Executed training of mid-level managers in key aspects of communication/program management procedures during rotation cycles.
- ◆ Managed accounting/purchasing activity for 30 automobile shows nationwide to introduce new vehicle models.
- ◆ Communicated with nationwide dealer/vendor base to ensure project success and problem resolution.

ADDITIONAL EXPERIENCE

Intern/Interim Education Program Manager

November 2011 to August 2012

Junior Achievement of Arizona – Tucson, AZ

- ◆ **Hired as interim Education Program Manager to conclude 2011-12 and prepare 2012-13 fiscal programming.**
- ◆ Recalculated class schedules, reported daily program updates to Director, collected outstanding school registration forms and volunteer pledges/paperwork, and processed payments for eligible Teacher Driven School stipends.
- ◆ Recruited and trained volunteers and organized program materials to ensure successful teaching of financial literacy, work readiness, and entrepreneurship to K-12 students in Tucson area classrooms.
- ◆ Researched and identified methods to increase volunteerism, promote organization, and improve program efficiency while serving as primary connection between organization and prospective intern providers and volunteer coordinators.

- ◆ Collaborated to increase strategic outreach efforts at networking events and Board/Committee meetings and initiated communication with business leaders and University of Arizona departments to enlist support.

University of Arizona – Tucson, AZ

September 2007 to June 2012

Development Administrator Graduate and Professional Student Council

August 2011 to June 2012

- ◆ **Secured more than \$10,000 in donations in less than 1 month from private donors, exceeding goal by tenfold.**
- ◆ Organized fundraising events to increase student research awareness and promote business-to-student relationships.
- ◆ Developed strategies to link business and government officials with students to convert “brain drain” to “brain gain.”

Graduate Assistant, Transfer Student Center

November 2011 to May 2012

- ◆ **Provided guidance to students which resulted in redefined career paths and subsequent employment at Fortune 500 company within 3 weeks of initial interaction.**
- ◆ Presented at Maricopa Community College District forum, new/prospective student orientations, STU-210 classes, Transfer Tuesdays, and inter-departmental meetings to broaden awareness and develop/enhance working relationships.
- ◆ Trained and supervised 13 student workers and served as advisor to 3 student organizations, focusing on experiential learning, unifying student bodies, and elevating communication, critical thinking, and leadership skills.
- ◆ Managed department website and social media activity and oversaw planning activities for student training workshops, Tau Sigma Honor Society induction ceremony, student outreach efforts, and community service/social events.

Business Operations Chair, University of Arizona Spring Fling

January 2008 to April 2008

- ◆ Supervised business staff of more than 40 volunteers to ensure accurate distribution of tickets and cash for annual event.
- ◆ Chaired business operations segment to promote effortless resolution of customer service and accounting issues.
- ◆ Trained more than 60 volunteers on cash counting and disbursement procedures to ensure efficient shift rotations.

Student Mentor, Project SOAR

September 2007 to May 2008

- ◆ Mentored middle school students to stimulate academic excellence and increase community involvement.
- ◆ Encouraged students to set personal goals and inspired them with access to higher education and possible career paths.
- ◆ Counseled students on personal, academic, and peer-related issues to enhance life skills.

Student Volunteer, GEAR-UP

September 2007 to December 2007

- ◆ Supervised youth during social empowerment activities at middle schools in underserved communities.
- ◆ Instructed middle school students in creative writing and graphic design during after school program.
- ◆ Engaged students in goal achievement via shared personal experiences (experiential learning).

Student Tutor

Back 2 Basics Tutorial-AZ, LLC – Phoenix, AZ

February 2011 to November 2011

A to Z Tutoring – Tucson, AZ

August 2007 to July 2008

- ◆ Tutored K-8 students in math and reading in accordance with Federal No Child Left Behind program guidelines.
- ◆ Conferred with parents, students, and teachers to assure student success through wholesome learning environments.
- ◆ Marketed tutoring services for federally funded program to qualifying schools to increase student reading/math scores.

Accounting Chair

February 2011 to August 2011

American Cancer Society Relay for Life – Maricopa, AZ

- ◆ **Managed \$72,000 in accounting revenue for 1st annual fundraiser to support cancer survivors and fund research.**
- ◆ Coordinated with event chairs and team captains to collect donations from corporate sponsors and individual donors.
- ◆ Networked with local agencies and volunteers to enlist sponsorship and support for future fundraising activities.

SKILLS

Word, Excel, PowerPoint, Access, PeopleSoft, Internet Explorer, Safari, Firefox, NVivo, Outlook, Mac Mail, Windows, D2L, Blackboard, Acrobat, PC/Mac, InDesign, AS400, REM, MRI, 10-key



South Tucson City Court
1601 South Sixth Avenue
South Tucson, Arizona 85713

Hon. Ronald A. Wilson
Presiding Judge
(520) 917-1344
Fax (520) 623-5001
rwilson@southtucson.org

October 29th, 2012

Mayor and Council
City of Maricopa
45145 W Madison Ave
PO Box 610
Maricopa, AZ 85139
Attention: Vanessa Bueras

To whom it may concern:

I am delighted to write this letter of reference on behalf of Ms. Rachel Leffall. I have had the pleasure of knowing Ms. Leffall since 2007. Over the past several years, Ms. Leffall has exhibited many valuable characteristics that make her an outstanding candidate for City Council.

Ms. Leffall has always stood out as a community leader and a public servant. Her desire to be an agent of change and her devotion to her work is unrivaled. She also has a passion for serving the marginalized. In addition, her ideas are both creative and original. She is a compassionate, rational and driven individual. On several occasions, she and I have discussed civic affairs and current issues that affect our nation and our state. I am always impressed by her wisdom, insight, and acumen.

Ms. Leffall is one of the most principled people I have had the pleasure of knowing. She never shies away from difficult tasks or assignments. More importantly, she cares deeply about the value of her work and meaning behind her actions. She also possesses a potent combination of common sense and integrity. I have no doubt that she will be an asset to your council and I have no reservation in providing this letter of reference.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ronald A. Wilson", is written over a horizontal line.

Ronald A. Wilson



October 26, 2012

Mayor Christian Price
City of Maricopa
45145 W. Madison Ave.
Maricopa, AZ 85139

Dear Mayor Price,

I strongly recommend that the City of Maricopa Mayor and Council appoint Rachel Leffall to the Maricopa City Council to fill the position vacated by Alan Marchione.

I brought Rachel Leffall on as a University of Arizona intern when I was Vice President of Government Affairs for the Tucson Metropolitan Chamber of Commerce (TMCC). Rachel was by far the best intern we ever had at the Chamber. In addition to doing the work assigned to her in the Government Affairs Department, she contributed greatly to the entire mission of the Chamber.

After Rachel graduated from the University of Arizona, she was hired full time as Manager, Government Affairs at the TMCC. As my direct report, Rachel interacted closely with Tucson City and Pima County Government officials and staff. She represented the Chamber as a member of the Board of Directors to the Tucson City ParkWise Commission and on the Board of Directors of Tucson City Water Advisory Board

Rachel's education and skills were recognized and utilized by everyone at the Chamber. In addition to her work as Manager-Government Affairs, Rachel was placed in charge of the Chamber's communications, which she performed in an exemplary manner.

My past experience as a 2 term Town of Oro Valley Councilman gives me the ability to recognize the type of person that I would want to serve with as a fellow councilmember. Rachel Leffall fills every qualification you would ever want in a person to work alongside you. She's a pleasure to be around and is a real team player.

Rachel Leffall possesses the education, life experience, practical knowledge and moral character to be your best choice for the appointment to the City of Maricopa City Council.

Sincerely,

A handwritten signature in dark ink that reads 'Paul Parisi'.

Director-Government Domain
520 869-1679
Paul@4Tucson.com
www.4Tucson.com

cc: Edward Farrell, Bridger Kimball, Leon Potter, Julia Gusse, Marvin Brown

